

# Southwest Area Plan



**Project Team: Ben Zellers • Urvashi Martin • Kirstie Laatsch • Linda Horvath • Angela Puerta • Tim Parks •**

**Economic Development Committee Meeting: December 17, 2025**



# Agenda



- Background
- Public Engagement summary
- Draft Action Highlights
  - Land use
  - Economy & Opportunity
- Timeline



# What is planning and why does it matter?



- Planning is the process of **working together** to create recommendations **to guide the future of Madison and its neighborhoods.**
- Plans **set parameters for future development**, and include recommendations for parks, streets, and other infrastructure.
- **Plans consider** many factors, such as projected growth, housing, transportation, the economy, the environment, and cultural resources.
- Planning is an important **tool to prepare for growth and navigate change.**



# What are Area Plans and what are the benefits?

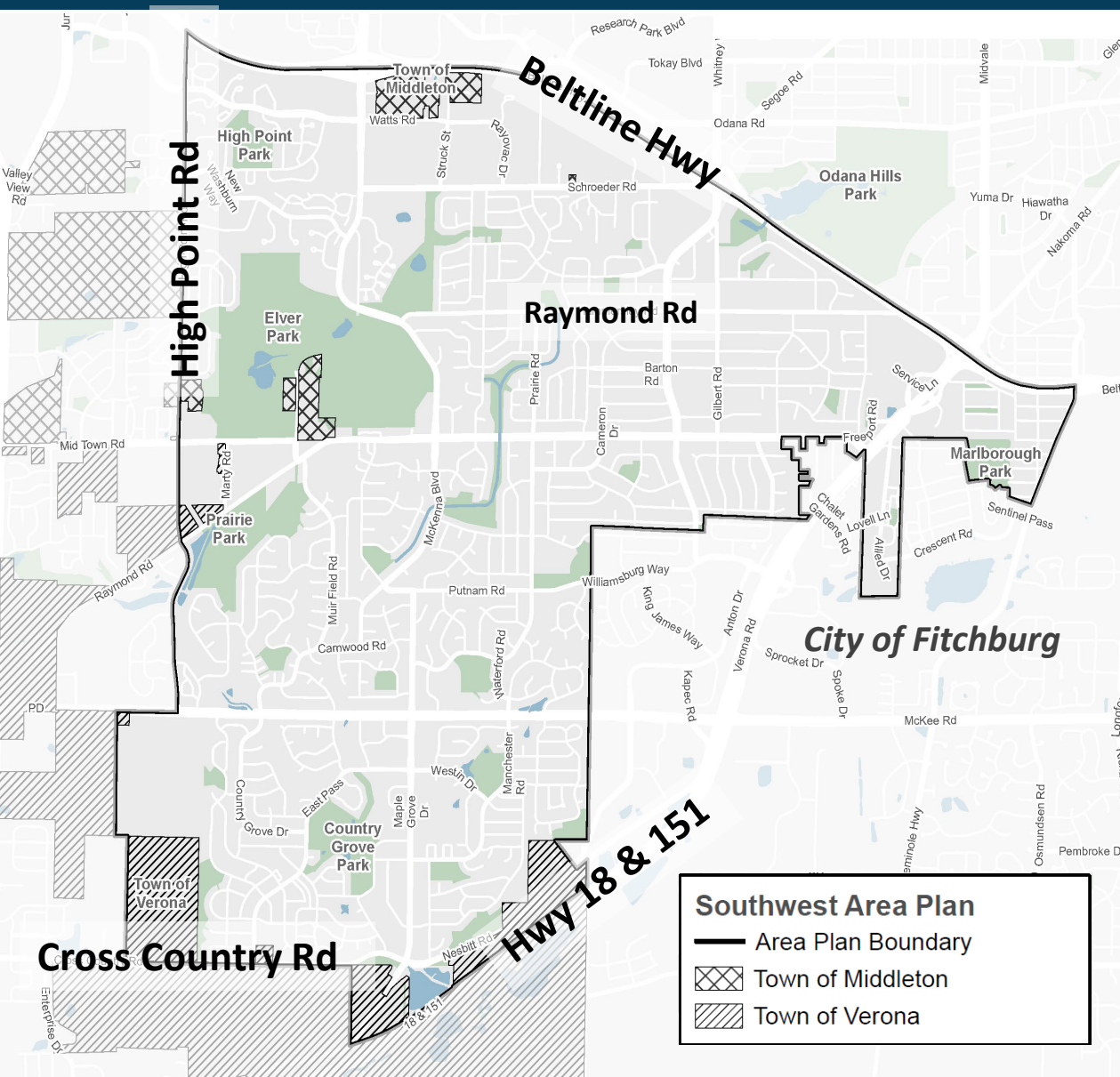


- Comprehensive Plan has larger goals for the whole City. Area plans provide more detailed recommendations.
- Full city coverage – 12 areas
- More frequent plan updates
- Consistent plan topics based on Comp Plan; area-specific recommendations
- Enhanced coordination on City initiatives
- Emphasis on feedback from underrepresented groups





# Southwest Area



**North boundary:** Beltline Hwy

**East boundary:** City of Fitchburg

**South boundary:** Verona Rd / Hwy 18  
/ Cross Country Rd

**West boundary:** Ice Age Trail  
Junction Area / High Point Rd

# Feedback received in Phase 1



## Speeding

Aging in Place

Stormwater Management

Dangerous Intersections

Accessible & Inclusive spaces

Lack of Affordable Housing

Missing Sidewalks

Walkable Mixed-Use Areas

Tree Canopy

School capacity & overcrowding

Connections to Neighborhood  
Destinations

Livable wages

Rental Maintenance Issues

Small businesses like Luna's

More recreational activities

Safe Crosswalks

More youth programming

Public Art

Park Amenities

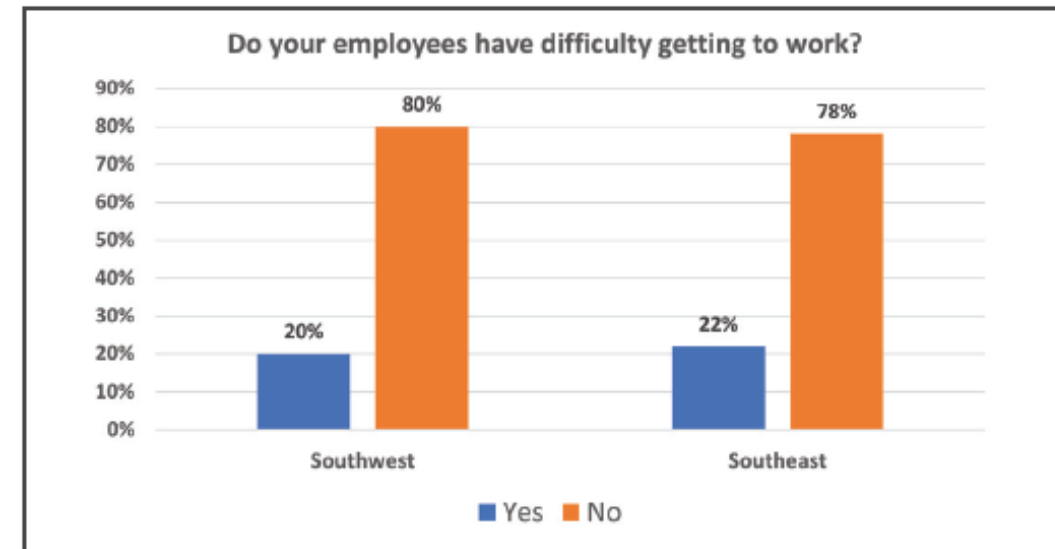
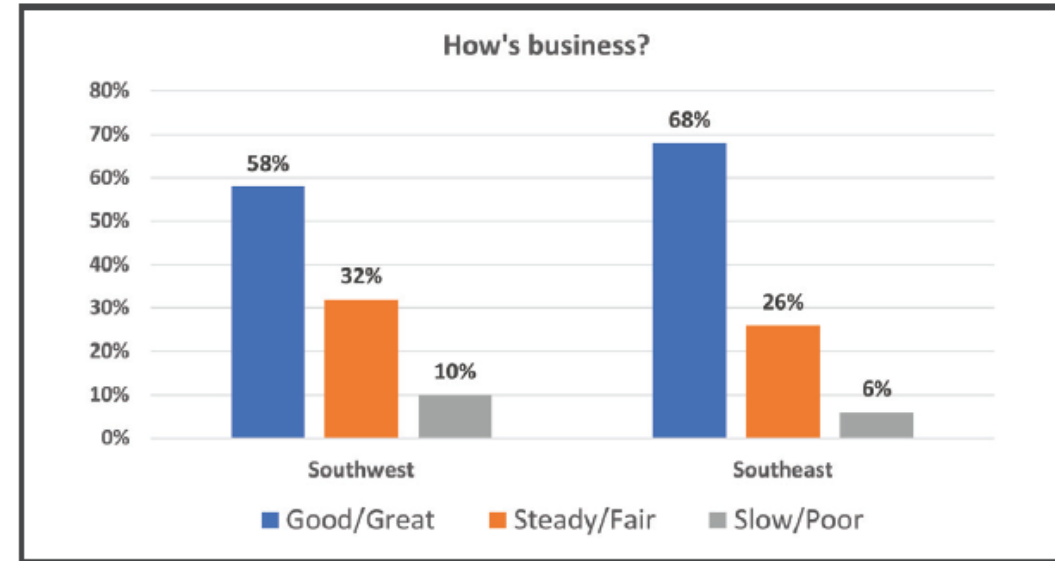
Street lighting



# Economy & Opportunity: Business Walk



- June 3, 2025
- Visited 135 businesses
- Six questions
- Report available on project website



# How feedback gets into plan



Feedback that falls under existing City Policy or Programs



Feedback that is outside the Plan Scope and passed along to relevant Partners or City Agency



Feedback that become actions in the Draft Area Plan



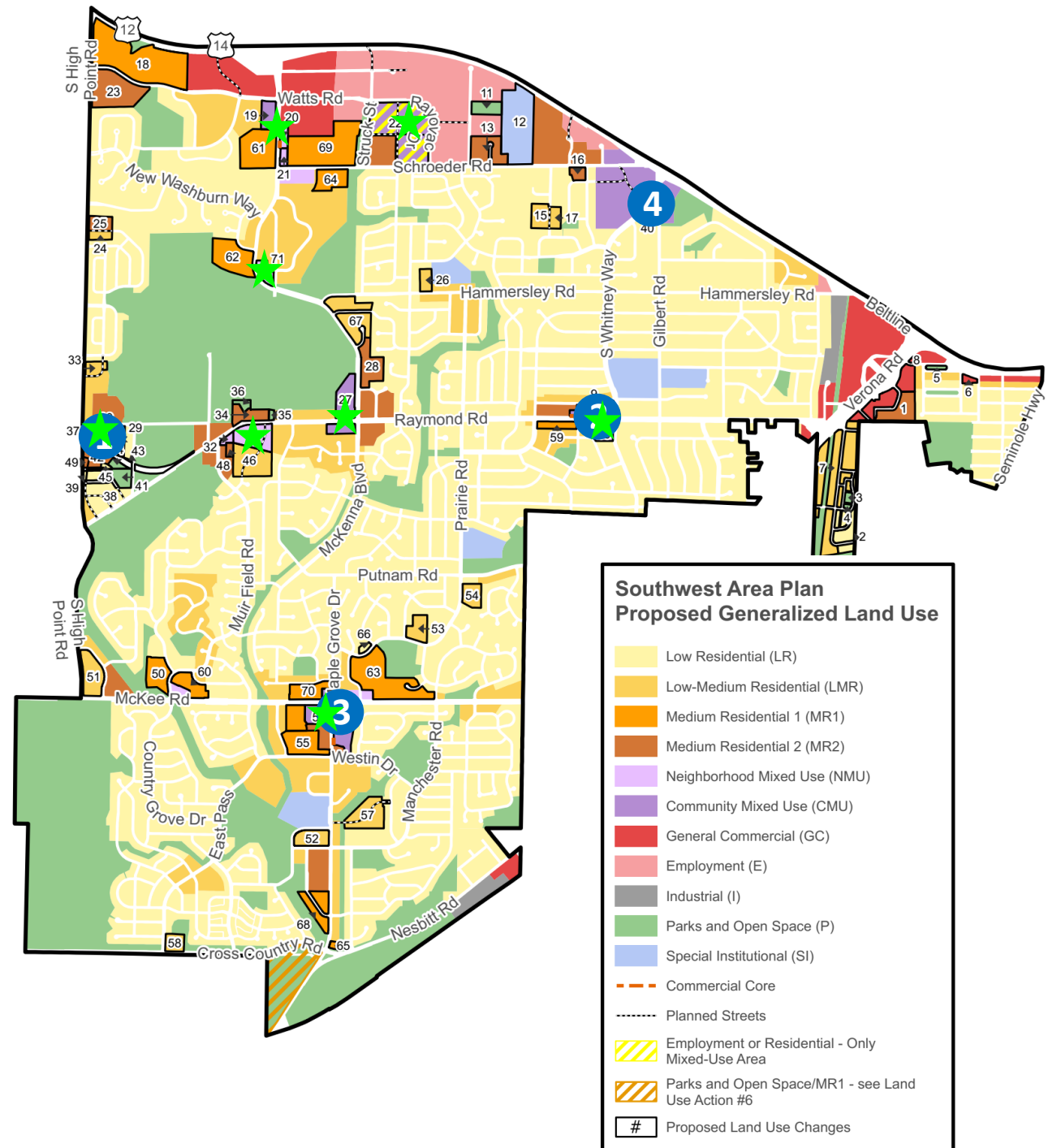
# Land Use Highlights

What we heard:

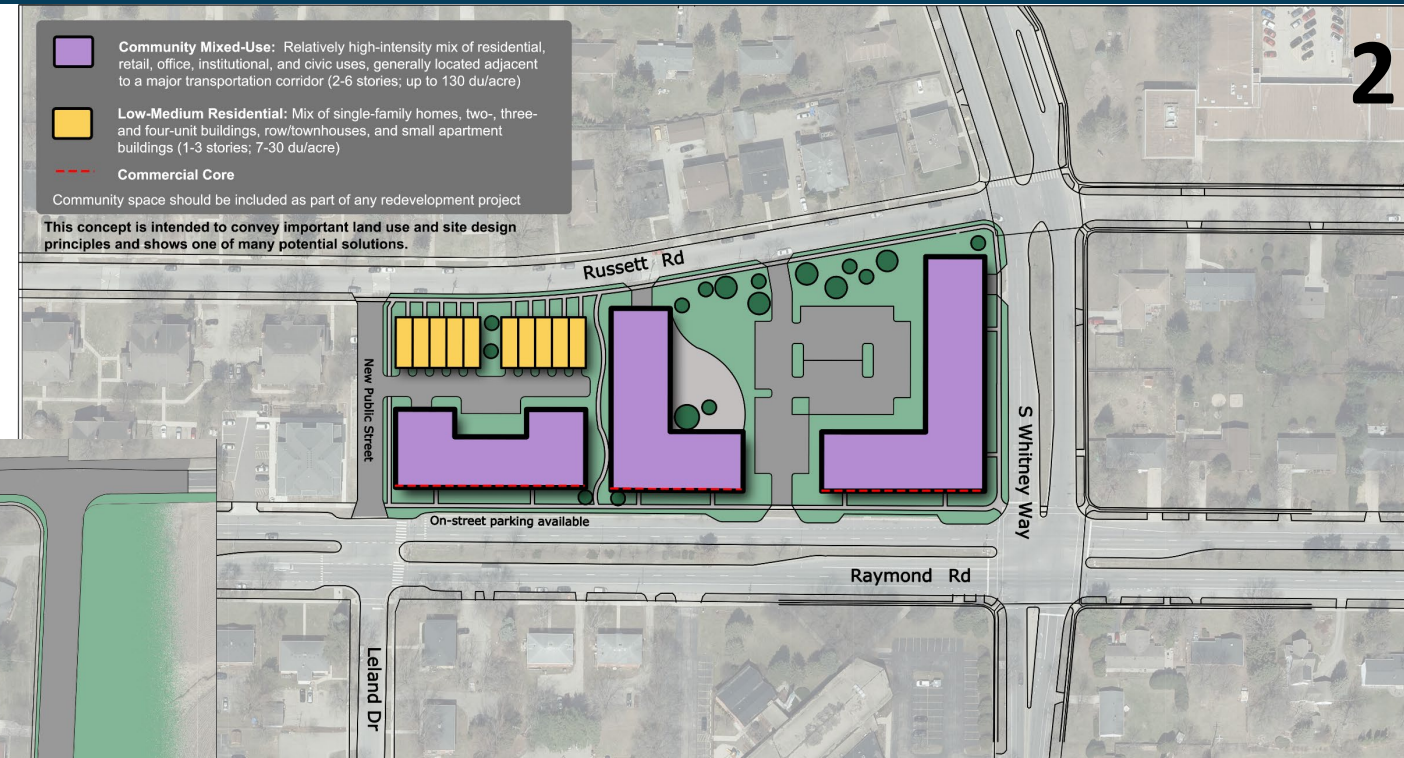
- Support more mixed-use areas/destinations within walking distance
- Allow for more housing options

Draft Map:

- Additional allowable development along key corridors
- New mixed-use nodes for neighborhoods; boosting allowable mixed-use in previously mapped areas ★
- Support additional housing

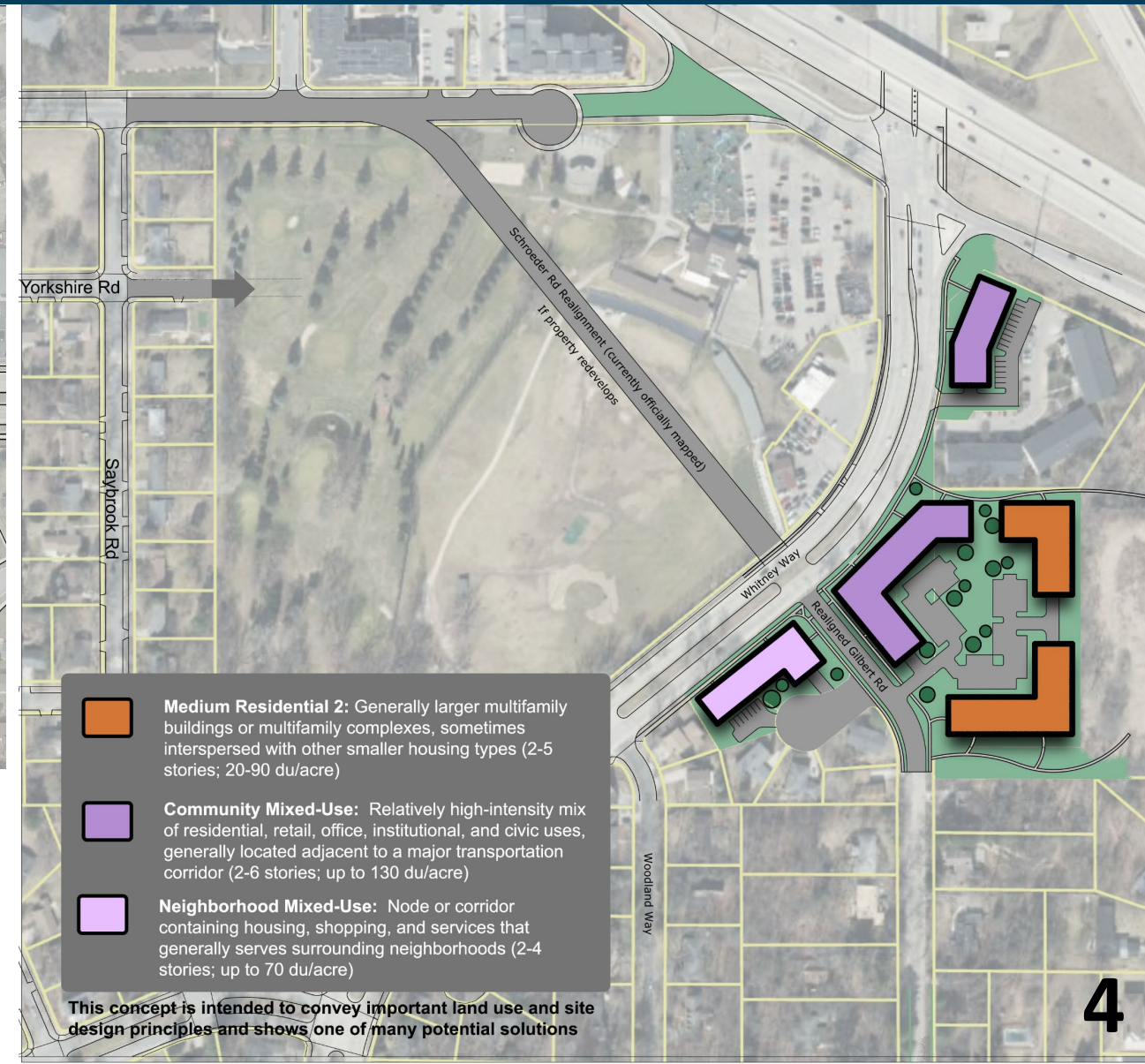
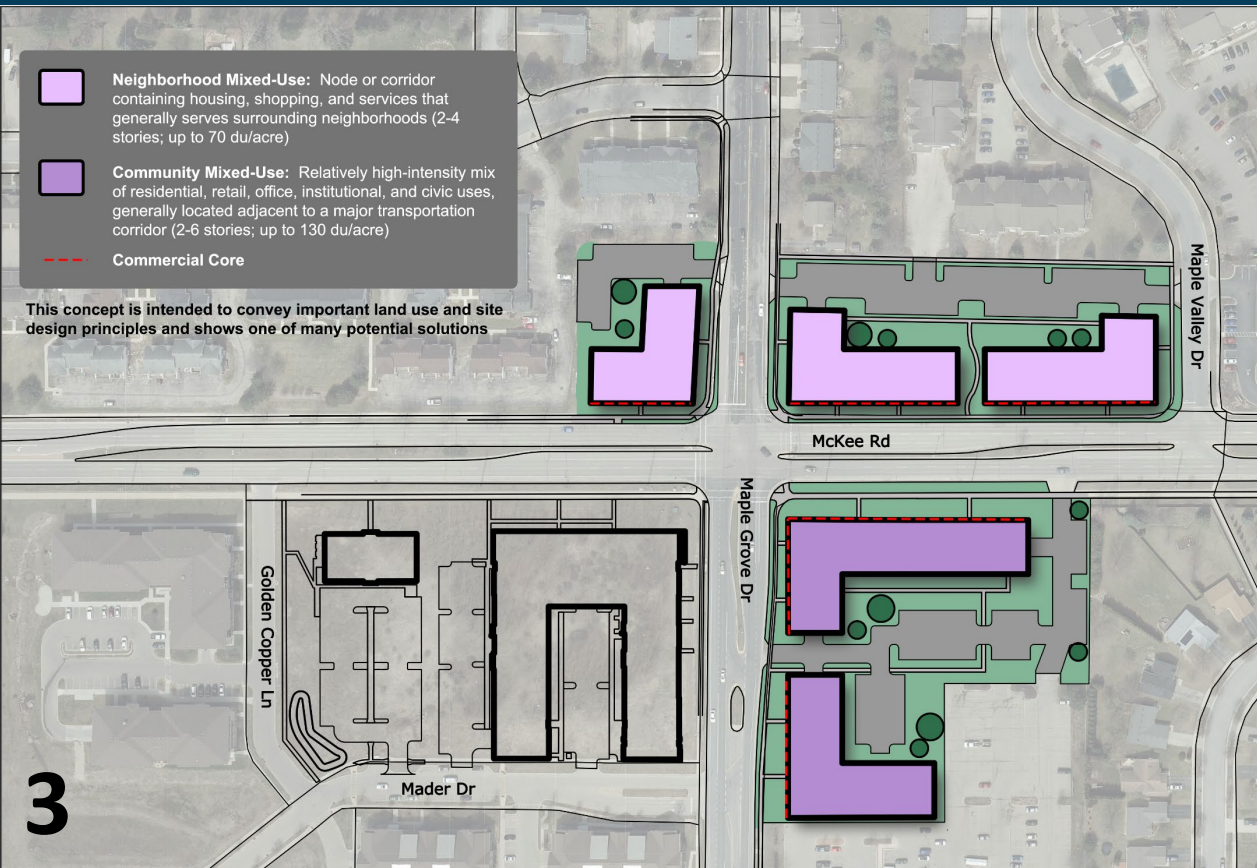


# Land Use Highlights – Concept Focus Areas





# Land Use Highlights – Concept Focus Areas



# Economy & Opportunity



- Create new tax increment districts (TIDs) to support development of businesses/employment and mixed-use redevelopment.
- Preserve the Southwest Area's ability to grow employment and businesses by maintaining General Commercial and Employment land uses on the GFLU map for businesses and employers.
- Evaluate the prospects for the City to land bank underutilized and/or vacant commercial properties if business vacancies continue or increase, possibly in conjunction with creation of a new TID that generates revenue to support land banking.
- Explore options for adding public wi-fi in City of Madison Parks located in Community Action Strategy Areas.
- Partnerships



# Timeline



## Planning Process & Public Engagement

### Phase Zero

#### Data Gathering & Review

- Plan authorization by Common Council
- Pop-up outreach (Parks Alive, resource fairs, etc.)
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Online interactive commenting map
- Background data gathering
- Regular email notifications and website updates (applies to all phases)

JUN - OCT

2024

### Phase One

#### Issues & Opportunities

- Multiagency Open House
- Community survey (part 1)
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Review by Board, Commissions & Committees
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts

NOV - MAY

### Phase Two

#### Develop Recommendations

- Outreach to businesses
- Art Workshop
- Public Meetings (in-person/virtual)
- Focus Group meetings
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with City Boards, Commissions & Committees

JUN - NOV

2025

### Phase Three

#### Draft Plan Review

- Public feedback on Draft Plan
- Small group meetings (PTOs, Neighborhood Associations, etc.)
- Check-in with adjacent municipalities & school districts
- Pop-up outreach (resource fairs, events at library, community dinners etc.)

DEC - MAR

### Phase Four

#### Adoption & Implementation

- Plan review and adoption by City Boards, Commissions & Committees
- Implementation of Plan recommendations after Plan adoption

APR - MAY

2026

# Southwest Area Plan Discussion Points



1. Is there anything you think we missed?
2. Do you have additional comments or questions?

